

[<Back](#) [Print](#)

You are receiving this email from Craig Cortello & La Dolce Vita Enterprises, LLC because we are colleagues, friends, have exchanged business cards, discussed our mutual interest in business creativity, innovation, music, sales or have shared a conversation or a laugh. To ensure that you continue to receive emails from us, add ccortello@ldv-enterprises.com to your address book today. If you haven't done so already, click to [confirm](#) your interest in receiving email campaigns from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.

La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

February 2007

Greetings!

Welcome to the monthly newsletter of La Dolce Vita Enterprises - lessons in business creativity, innovation, sales, & life. For previous issues of this monthly newsletter, [click here](#)

Feel free to provide feedback or to share your stories on these topics of interest with us.

In this issue

- Free Article Content by Craig Cortello, The "Business Musician"
- LA DOLCE VITA - Business Creativity Tip of the Month
- FUZZY WIDGET SALES SOLUTIONS - Sales Tip of the Month
- Thought of the month
- Additional Resources

LA DOLCE VITA - Business Creativity Tip of the Month



TURNING BACK THE CLOCK ON INNOVATION

The famous New Orleans Streetcar lines of Canal St. were shut down in 1964 in favor of buses in an effort to keep up with the times. Forty years later when New Orleans returned the streetcars to Canal St., nostalgic tourists and locals alike waited in line for a ride on the vehicles that are a signature of the city.

When Coke decided to change its recipe in 1985, New Coke hit the market with a resounding thud.

Outraged customers demanded the familiar version, and when Coke reverted to the classic formula, sales skyrocketed as customers rediscovered their sense of loyalty.

It stands to reason that if a trademark of innovative companies is the generation of a multitude of ideas, then occasionally bad ones will be implemented. The problem is that most firms or their responsible managers are too proud or stubborn to admit to their faults.

But if you consider the implementation of a failed idea to be simply a part of the creative process rather than a flaw, backtracking takes on a different light. Sometimes in football, a quarterback throws a long pass just to see how the defense will react or to see if the threat of a big play will change their behavior on subsequent plays.

Free Article Content by Craig Cortello, The "Business Musician"



If you, your company, your organization, or anyone you know would be interested in article content for a company newsletter, e-zine, or Blog, we have posted articles that are free for re-use with author acknowledgement.

For content related to business creativity and innovation, [click here](#).

For content related to selling tips and ideas, [click here](#).

NEWSLETTER REACHES 1-YEAR!

This edition marks the 1-year anniversary of this newsletter. Remember that past issues are available at our website, and newsletter articles are also available for reprint with author acknowledgement. To view past

Even if the play fails, he has learned a valuable lesson that will influence his strategy moving forward.

If you've implemented a new product or service that didn't exactly take off, consider it a great lesson in learning a little more about consumer behavior, and use that information moving forward.

And don't be afraid to turn back the clock on innovation.

[Go to the La Dolce Vita Website...](#)

FUZZY WIDGET SALES SOLUTIONS - Sales Tip of the Month

THE OBSERVATION OF SALES

When I did mechanical design work early in my career, I had the opportunity to observe salespeople as they pitched their equipment to me. It was a tremendous learning experience, and I took those lessons to heart when I began my own sales career.



If you're in sales, you should consider every buying experience an education opportunity. What traits did the salesperson embody that impressed you? What turned you off to the buying experience? What did you learn about the product or service from the salesperson, and how did that make you feel? If you were reluctant to buy, what was the source of trepidation, and how could the salesperson have alleviated those fears?

Sales is simply an exercise in the study of human behavior, and you have the opportunity to observe it everyday. Never let a day go by that doesn't make you a smarter person, and a better sales professional.

[Go to Craig's Fuzzy Widget Website...](#)

Thought of the month



NO MORE SECOND BEST

For years Carole King considered herself a songwriter, and she composed songs that became hits for groups such as The Chiffons, The Drifters, Aretha Franklin, and The Monkees. Often the demo tapes that Carole recorded were superior to those by artists that ultimately released the songs commercially. Encouraged by friends, she continued to pursue a solo career, and the 1971 album *Tapestry* was her breakthrough, selling an estimated 22 million copies worldwide to date.

On recent qualifying episodes of the TV show *American Idol*, several successful contestants were back-up singers for other artists or groups who figured they'd take a shot at the spotlight themselves.

Often in life, the difference between those who merely contribute and those who truly excel is not a disparity in talent, but simply the belief that they can be great.

issues, [click here](#).

For Craig's take on the effectiveness of **Super Bowl commercials**, [click here](#) to visit Craig's blog.

Quick Links...

[Innovation & Creativity \(La Dolce Vita Website\)](#)

[Selling Professional Services \(Fuzzy Widget Sales Solutions\)](#)

[Join our mailing list!](#)

What are you doing half-heartedly or as a hobby. You might reach another level of performance if you only give yourself a chance - a chance to believe that you can be great. No more 2nd best!

Craig Cortello

Additional Resources

Listen to audio versions of Craig's lessons in business creativity, innovation, sales, and life online or download to your i-pod or PC in .mp3 format.

Craig's Podcasts are available at:

Odeo.com

Podzinger.com

[Craig's Blog/Podcast site](#)

Also, Apple iTunes subscribers can find Craig's Podcasts there. Search Podcasts for Craig Cortello or The Business Musician. See the [iTunes website](#) for subscription info.

email: ccortello@ldv-enterprises.com

web: <http://www.ldv-enterprises.com>

[Forward email](#)

SafeUnsubscribe®

This email was sent to ccortello@ldv-enterprises.com, by ccortello@ldv-enterprises.com
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



La Dolce Vita Enterprises, LLC | 1301 Edenborn Av. | Metairie | LA | 70001